



MAYUR CHAUHAN

Professional Sales Manager with over 13+ years of experience in the advertising industry. Scaling new heights of success with hard work & dedication and leaving a mark of excellence on every step; Aiming for senior-level assignments in Marketing & Sales with an organization of high repute. Experience in delivering business reviews involving data from multiple sources. negotiating and renewing large enterprise multi-year SaaS contracts. Demonstrated history of building teams, delivering good work in the ATL & BTL solutions & OOH advertising, with few good work turned into case studies to bring pride.

CONTACT

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CORE QUALIFICATIONS

- Expertise in sales
- Team Management
- E-Commerce Saas- Sales
- Client and Customer Management
- Business Development
- Event Management
- Search Engine Marketing Reporting
- Search Engine Optimisation
- ATL & BTL Advertising Expertise
- Business growth
- Digital Marketing
- Enterprise - Retail Sales.

PERSONAL INFORMATION

Personal Dossier -Date of Birth: April 10, 1987.

INTERESTS

Explore New Places by traveling | Music |Adventures| Technology.

EXPERIENCE

Assistant Sales Manager

Zaptech Solutions Pvt Ltd. - AHMEDABAD, India

- 10/2021 - Current
 - Builderfly is your online growth partner, a platform that enables Retailers to do business from offline to online. fast-growing SaaS E-Commerce Platform.
 - Experience in negotiating and renewing large enterprise multi-year SaaS contracts.
 - Handling Enterprise Sales with a team of 3 executives- Area Mapping, On-boarding Retailers. The ability to motivate and influence internally and externally. Ability to manage the team and their targets, along with an individual contribution of sales quota.
 - Confident and credible presentation skills.
 - Develop new relationships in an effort to grow the business and help the company expand.

Freelance Sales & Marketing Consultant

Self-employment - AHMEDABAD, India.

- 03/2019 - 09/2021
 - Maintained and built positive client relationships.
 - Structured schedules to complete tasks and streamline workflows.
 - Employed excellent time-management skills to maximize task completion and reduce errors. Set a budget and monitor expenses to run the profitable department.
 - Defined scopes, managed resources, and oversaw schedules in line with stakeholder and project owner specifications.

Assistant Marketing Manager

Coconut Mediabox LLP - AHMEDABAD, India

- 01/2018 - 02/2019
 - Managed sales, business development, marketing, performance, and services responsibilities for entertainment and event ticketing portal " Ticket Ninja" with the goal of making event accessibility simpler and beneficial to clients.
 - Handled sales to new and current clients in person, on the phone, and at events. Took on many meetings with the new event organizer for various events and concerts. Created and updated a database for potential customers.
 - Maximized registrations around events through assisting organizers in the creation of a brand, mobile, responsive invitations that use personalized links.
 - Drove business by offering input on specific Marcom events; reviewed Marcom plan/support for key accounts and created appropriate solutions content accordingly.
 - Developed and maintained strong business relationships with customers. Ensured events and advertising solutions met each customer's specific recruitment, as well as maximized sales revenues through performance of effective needs /analysis.

Zonal Manager-Sales

Jaguar Service Pvt Ltd-Interspace Communications -
AHMEDABAD, India

- 07/2014 - 03/2017
- "Jaguar Services" is one of the key companies under the Noel Tata Group which includes "Interspace Communications".
 - Oversaw territory for selling space, as well as the development of new accounts while retaining old diminishing accounts for the above companies. Specialties: Innovation, Branding, On-screening & Promotion into Malls, Multiplexes & Hypermarkets, Succeed on the same.
 - As Zonal Manager -Sales headed Territory Management for OOH, activation, mass retail branding & navigation solutions for the Selling space of "ISCON MEGA MALL-GUJARAT " Liaised with clients to identify advertising requirements and design customized solutions accordingly. Catered to clients from various domains, including Retail, Multinationals and PSU's, and agencies.Execution, planning, client servicing, new business development, and vendor management, being an all-rounder, grabbed a few good accounts and clients during my work at Jaguar Services
 - Grew business in territory and brought on board the following prestigious clients: Reliance Retails Limited (Reliance Trends) and Reliance Group, VIP Industries, Cantabile, Zee TV, Sony TV, Honda, Hyundai, Jockey, Axis Bank, Samsung, Poster scope, MSMA, and Excel Marketing (to name a few).

Senior Executive

TV Vision Ltd - AHMEDABAD, India

- 03/2013 - 06/2014
- Handled the creation of awareness for SAB group channels in the Gujarat market, which entailed establishing short-term and long-term goals and budgets, as well as developing business plans. Acted as a functional bridge amongst external vendors and internal stakeholders.
 - Monitored competition with respect to activities, networks, prices, and schemes, providing inputs and insights on market developments. Channels: Mastiii, Dabangg & Dhamaal Channel, especially focused on "DHAMAAL" Channel.
 - Developed competitive business plan and marketing strategy for the market to attain brand revenue goals and profitability.
 - Ensured time-bound specific action plans to achieve objectives through conducting periodic reviews of business performance.
 - Managed the following major accounts: Private Sector Clients: VINI Cosmetics PVT Ltd (A Cosmetic division of VINI-FOGG) and VASU Healthcare (Brand - TRICHUP); Government Clients: Information Department, Gujarat Tourism, and Forest Department.

Media Solutions Manager

Amagi Media Labs Pvt Ltd - AHMEDABAD, India

- 12/2011 - 11/2012
- As Media Solution Manager, Led in delivery of targeting TV ad sales solutions for the Ahmedabad market. Generate clientele in various categories, such as SME, Education, Retail's and Shopfronts and Regional Corporate. Presented advertising solutions to clients for various channels, such as UTV MOVIES, ZOOM, IBN-7 & AAJ TAK.
 - Serviced the following major accounts: Institute of Advance Network Technology (IANT), an International IT Certification Company, and Shreeji Plast Mart as KAKA PVC.
 - Identified branding and business opportunities in existing and new campaigns and channels, further designing, drafting, and presenting trailer-made proposals.

Senior Marketing Executive

Bizz News Pvt Ltd

- 10/2010 - 12/2011
- Bizz News is a Gujarati News Channel, that Manages a bucket of clients and key accounts of entire Gujarat, covering corporate houses, retail, manufacturing, and service industries for news channel companies. Chaired discussions with senior-level and top management. Monitored, communicated, and regulated the execution of operations and performance of contributors.
 - Identified target plans and strategic planning solutions that captured greater markets in the region.
 - Developed competitive business plan and marketing strategy for the market that attained brand revenue goals and profitability.
 - Generated leads by identifying prospective clients and engaging them in conversions, always achieving sales targets set by management.
 - Established repeat business and higher client satisfaction through the development of effective relationship building.
 - Served government clients such as: Information Department, Gujarat Tourism, AHMEDABAD Municipal Corporation, and Gujarat "BJP" Or "Congress" Party.

Senior Marketing Executive

Integrated Database India Ltd (India Today Group). -
MUMBAI/AHMEDABAD, India

- 04/2006 - 03/2010
- INTEGRATED DATABASES INDIA LTD. An INDIA TODAY GROUP of Company, the business activities include Database Management, Tale and Direct Marketing, International Yellow Page Sales, and Electronic Directory.
 - Worked in Build Today space selling Gujarat-Ahmedabad division, with a focus on establishing a well-structured database of clients and prospects
 - Educated clients with benefits of advertising on The India Today Group platform
 - Engaged with clients over meetings to discuss and identify their advertising requirements and suggested promotional measures and criteria for better product visibility
 - Generated revenue and business development as a result of strengthening client base through the development of new clients and retaining existing ones
 - Acquired corporate clients, such as Sintex Industries, Electrotherm India Ltd. Supernova Engineers Ltd, and Lubi Electronics
 - Achieved sales targets via proactive B2B Sales.

EDUCATION

Nov-2010

Bachelor of Commerce commerce

National College of Commerce - Ahmedabad, Gujarat-India.

- [B.Com] - Bachelors in commerce Graduate.2010.